



USDA Weekly Retail Turkey Feature Activity

Fri. Dec 23, 2005

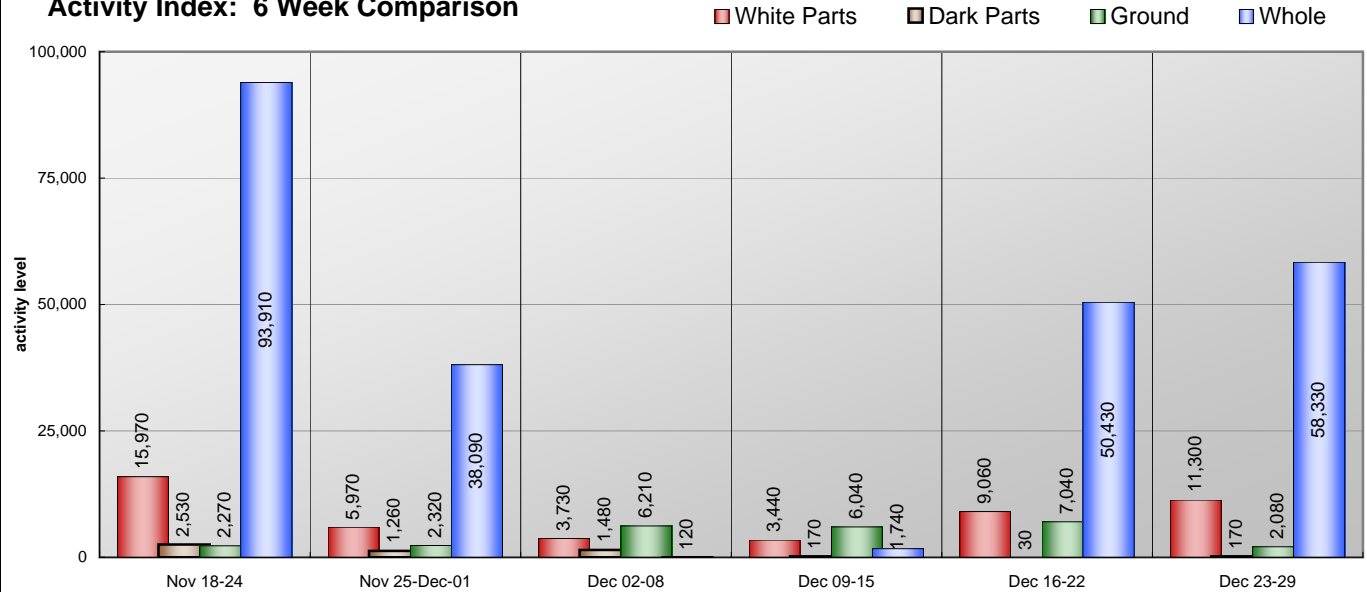
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/23 thru 12/29.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	89.7% of 16,700 outlets		89.1% of 16,700 outlets	
Special Rate 4/	3.5%		10.0%	
Activity Index 2/	71,880		66,560	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	15,870	1.16	11,510	1.20
" - Toms	15,870	1.16	11,430	1.20
Frozen - Hens	13,350	0.92	13,730	0.91
" - Toms	13,240	0.92	13,760	0.91
PARTS:				
Breast:				
Bone-in, whole				
Fresh	3,820	2.15	2,270	2.25
Frozen	5,510	1.35	4,310	1.44
Hotel Style				
Fresh				
Frozen				
Split, bone-in				
Fresh			60	2.07
Rotisserie	1,950	6.64	1,170	5.62
Boneless, whole				
	20	3.69	160	3.76
Cutlets			450	3.92
Strips			250	3.99
Tenders			390	3.99
Drumsticks				
Thighs				
Wings				
Necks				
Smoked Drumsticks			30	1.39
Smoked Wings	170	1.58		
Smoked Necks				
GROUND TURKEY:				
Patties	430	2.46	1,150	2.51
Sausage	510	2.57	1,160	2.52
85% lean	280	1.58	700	1.68
93% lean	570	2.40	2,510	2.39
Breast	290	3.93	1,520	3.98

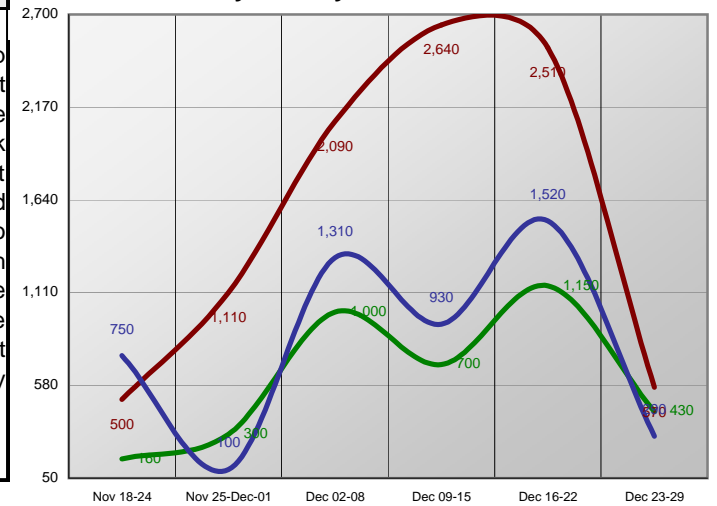
Activity Index: 6 Week Comparison



Turkey Featuring - 12/23 thru 12/29

Featuring of whole body turkeys for the holidays is up considerably from last week as fresh bird promotions hit supermarkets in time for last minute business. Average feature price levels for fresh birds is lower than last week while frozen held about steady. The Northeastern market saw both the highest advertised price at \$1.69 per pound and the lowest at \$ 0.49 per pound. Compared to Thanksgiving, fresh bird price levels are about steady with frozen about 20 cents per pound higher. Whole breasts are featured actively this week but on lower average feature price levels. Rotisserie breast features are up from last week on volume and price. Featuring of ground turkey items is negligible.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	94.6% of 8,200 sampled outlets 5.1% of stores w/ no-price promotions Activity Index = 39,420			82.5% of 4,900 sampled outlets 3.4% of stores w/ no-price promotions Activity Index = 19,710			88.3% of 3,600 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 12,750		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.88 - 1.69	8,190 1.18		0.89 - 1.49	4,290 1.21		0.79 - 1.49	3,390 1.07	
" - Toms	0.88 - 1.69	8,240 1.17		0.89 - 1.49	4,240 1.21		0.79 - 1.49	3,390 1.07	
Frozen - Hens	0.49 - 1.29	7,710 0.92		0.59 - 1.29	3,700 0.88		0.79 - 1.39	1,940 1.01	
" - Toms	0.49 - 1.29	7,600 0.92		0.59 - 1.29	3,700 0.88		0.79 - 1.39	1,940 1.01	
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.69 - 2.99	2,680 2.17		1.69 - 2.49	860 2.23		1.49 - 2.79	280 1.68	
Frozen	0.87 - 2.28	3,350 1.31		0.87 - 1.79	1,640 1.42		1.39 - 1.69	520 1.41	
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	4.99 - 8.99	740 5.27		4.99 - 8.99	780 7.17		5.98 - 8.99	430 8.05	
Boneless, whole	3.69	20 3.69							
Cutlets									
Strips									
Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings	1.49 - 1.59	170 1.58							
Smoked Necks									
GROUND TURKEY:									
Patties	2.69	30 2.69		1.99 - 2.50	240 2.47		2.40	160 2.40	
Sausage	2.30 - 2.99	290 2.62		2.50	220 2.50				
85% lean	1.49 - 1.88	280 1.58							
93% lean	2.30 - 2.49	90 2.43					2.40	480 2.40	
Breast	3.99	30 3.99		3.29 - 3.99	40 3.58		3.99	220 3.99	

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

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